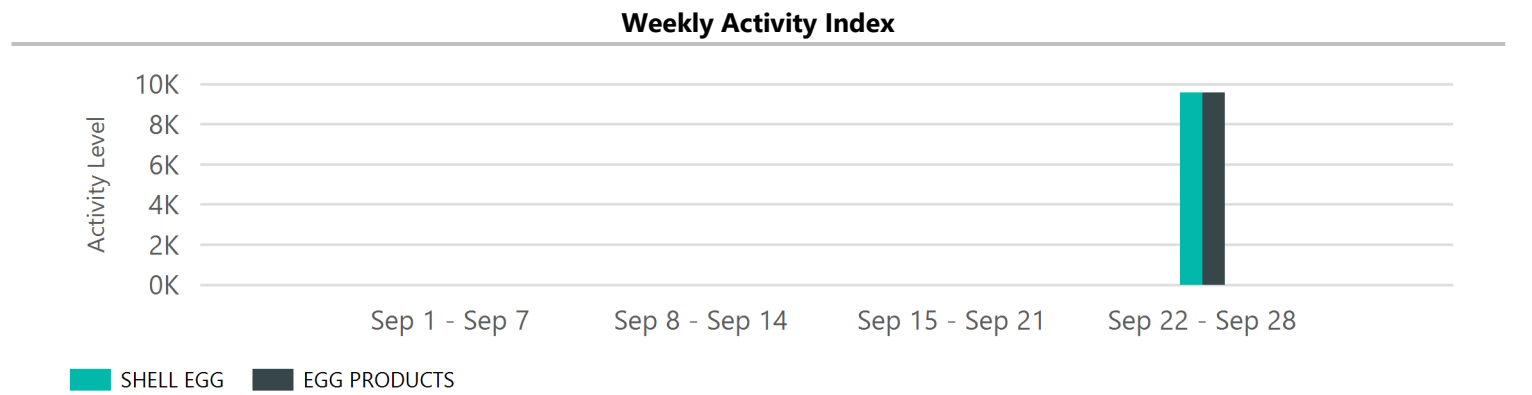




Email us with accessibility issues with this report.

MARKET HIGHLIGHTS

Regular shell egg feature rate is lower this week. The weighted average price of USDA Grade A Large or better eggs to consumers is about steady. In this week's ad cycle, special rates are lower. Advertisements for Extra Large and Medium eggs are higher this week. Feature activity for specialty shell eggs is much higher with organic eggs making the biggest splash. Promotional activity for liquid egg products is lower



NATIONAL

METRICS

	Current Week	Previous Week	Previous Year
Total Outlets	28,820		
Activity Index	164,900		
Feature Rate (%)	33.7%		

Item	Environment	Condition	Current Week		Previous Week		Previous Year	
			Stores	Wtd Avg (\$)	Stores	Wtd Avg (\$)	Stores	Wtd Avg (\$)

EGG PRODUCTS - DOLLARS PER CARTON

LIQUID EGG, SMALL CARTON	Conventional	Fresh	9,570	2.53
LIQUID EGG, SMALL CARTON	USDA Organic	Fresh	9,570	6.22
LIQUID EGG, LARGE CARTON	Cage-Free	Fresh	9,570	10.02
LIQUID EGG, LARGE CARTON	Conventional	Fresh	9,570	6.33

SHELL EGG - DOLLARS PER CARTON

<u>12 Count</u>				
BROWN LARGE	Cage-Free USDA Pasture Organic	Fresh	19,140	5.02



BROWN LARGE	Conventional	Fresh	19,140	1.33
WHITE EXTRA LARGE	Cage-Free	Fresh	9,570	5.48
WHITE EXTRA LARGE	Conventional	Fresh	19,140	1.79
WHITE EXTRA LARGE	Regenerative	Fresh	9,570	5.48
WHITE LARGE	Conventional	Fresh	19,140	1.33
WHITE LARGE	Vegetarian-Fed (Natural)	Fresh	19,140	5.02

18 Count

WHITE EXTRA LARGE	Conventional	Fresh	19,140	3.03
WHITE EXTRA LARGE	USDA Organic	Fresh	19,140	6.72
WHITE LARGE	Cage-Free	Fresh	19,140	6.52
WHITE LARGE	Conventional	Fresh	19,140	2.83

30 Count

WHITE MEDIUM	Cage-Free, Pasture Raised	Fresh	19,140	4.92
WHITE MEDIUM	Conventional	Fresh	19,140	1.23

6 Count

WHITE EXTRA LARGE	Conventional	Fresh	19,140	1.04
WHITE EXTRA LARGE	Nutritionally Enhanced (Omega-3)	Fresh	19,140	4.73
WHITE LARGE	Conventional	Fresh	19,140	1.19
WHITE LARGE	Free-Range	Fresh	19,140	4.88

NORTHEAST REGION (CT, DE, MA, MD, ME, NH, NJ, NY, PA, RI, VT)

METRICS

	Total Outlets	Feature Rate	Activity Index
Current Week	5,058	24.2%	20,774

	Environment	Condition	Stores	Price Range (\$)	Wtd Avg (\$)
EGG PRODUCTS - NO GRADE - DOLLARS PER CARTON					
LIQUID EGG, SMALL CARTON	Conventional	Fresh	1,222	2.39 - 2.84	2.53
LIQUID EGG, SMALL CARTON	USDA Organic	Fresh	1,222	6.08 - 6.53	6.22
LIQUID EGG, LARGE CARTON	Cage-Free	Fresh	1,222	9.88 - 10.33	10.02
LIQUID EGG, LARGE CARTON	Conventional	Fresh	1,222	6.19 - 6.64	6.33

SHELL EGG - A - DOLLARS PER CARTON



<u>12 Count</u>					
BROWN LARGE	Cage-Free USDA Pasture Organic	Fresh	1,222	4.88 - 5.33	5.02
BROWN LARGE	Conventional	Fresh	1,222	1.19 - 1.64	1.33
WHITE EXTRA LARGE	Conventional	Fresh	1,222	1.65 - 2.10	1.79
WHITE EXTRA LARGE	Regenerative	Fresh	1,222	5.34 - 5.79	5.48
WHITE LARGE	Conventional	Fresh	1,222	1.19 - 1.64	1.33
WHITE LARGE	Vegetarian-Fed (Natural)	Fresh	1,222	4.88 - 5.33	5.02

<u>18 Count</u>					
WHITE EXTRA LARGE	Conventional	Fresh	1,222	2.89 - 3.34	3.03
WHITE EXTRA LARGE	USDA Organic	Fresh	1,222	6.58 - 7.03	6.72
WHITE LARGE	Cage-Free	Fresh	1,222	6.38 - 6.83	6.52
WHITE LARGE	Conventional	Fresh	1,222	2.69 - 3.14	2.83

<u>30 Count</u>					
WHITE MEDIUM	Cage-Free, Pasture Raised	Fresh	1,222	4.78 - 5.23	4.92
WHITE MEDIUM	Conventional	Fresh	1,222	1.09 - 1.54	1.23

<u>6 Count</u>					
WHITE EXTRA LARGE	Conventional	Fresh	1,222	0.90 - 1.35	1.04
WHITE EXTRA LARGE	Nutritionally Enhanced (Omega-3)	Fresh	1,222	4.59 - 5.04	4.73
WHITE LARGE	Conventional	Fresh	1,222	1.05 - 1.50	1.19
WHITE LARGE	Free-Range	Fresh	1,222	4.74 - 5.19	4.88

SHELL EGG - AA - DOLLARS PER CARTON

<u>12 Count</u>					
BROWN LARGE	Cage-Free USDA Pasture Organic	Fresh	1,222	4.88 - 5.33	5.02
BROWN LARGE	Conventional	Fresh	1,222	1.19 - 1.64	1.33
WHITE EXTRA LARGE	Cage-Free	Fresh	1,222	5.34 - 5.79	5.48
WHITE EXTRA LARGE	Conventional	Fresh	1,222	1.65 - 2.10	1.79
WHITE LARGE	Conventional	Fresh	1,222	1.19 - 1.64	1.33
WHITE LARGE	Vegetarian-Fed (Natural)	Fresh	1,222	4.88 - 5.33	5.02



18 Count

WHITE EXTRA LARGE	Conventional	Fresh	1,222	2.89 - 3.34	3.03
WHITE EXTRA LARGE	USDA Organic	Fresh	1,222	6.58 - 7.03	6.72
WHITE LARGE	Cage-Free	Fresh	1,222	6.38 - 6.83	6.52
WHITE LARGE	Conventional	Fresh	1,222	2.69 - 3.14	2.83

30 Count

WHITE MEDIUM	Cage-Free, Pasture Raised	Fresh	1,222	4.78 - 5.23	4.92
WHITE MEDIUM	Conventional	Fresh	1,222	1.09 - 1.54	1.23

6 Count

WHITE EXTRA LARGE	Conventional	Fresh	1,222	0.90 - 1.35	1.04
WHITE EXTRA LARGE	Nutritionally Enhanced (Omega-3)	Fresh	1,222	4.59 - 5.04	4.73
WHITE LARGE	Conventional	Fresh	1,222	1.05 - 1.50	1.19
WHITE LARGE	Free-Range	Fresh	1,222	4.74 - 5.19	4.88

SOUTHEAST REGION (AL, FL, GA, MS, NC, SC, TN, VA, WV)

METRICS

	Total Outlets	Feature Rate	Activity Index
Current Week	7,284	32.8%	40,579

	Environment	Condition	Stores	Price Range (\$)	Wtd Avg (\$)
EGG PRODUCTS - NO GRADE - DOLLARS PER CARTON					
LIQUID EGG, SMALL CARTON	Conventional	Fresh	2,387	2.39 - 2.84	2.52
LIQUID EGG, SMALL CARTON	USDA Organic	Fresh	2,387	6.08 - 6.53	6.21
LIQUID EGG, LARGE CARTON	Cage-Free	Fresh	2,387	9.88 - 10.33	10.01
LIQUID EGG, LARGE CARTON	Conventional	Fresh	2,387	6.19 - 6.64	6.32

SHELL EGG - A - DOLLARS PER CARTON

12 Count

BROWN LARGE	Cage-Free USDA Pasture Organic	Fresh	2,387	4.88 - 5.33	5.01
BROWN LARGE	Conventional	Fresh	2,387	1.19 - 1.64	1.32
WHITE EXTRA LARGE	Conventional	Fresh	2,387	1.65 - 2.10	1.78
WHITE EXTRA LARGE	Regenerative	Fresh	2,387	5.34 - 5.79	5.47



WHITE LARGE	Conventional	Fresh	2,387	1.19 - 1.64	1.32
WHITE LARGE	Vegetarian-Fed (Natural)	Fresh	2,387	4.88 - 5.33	5.01

18 Count

WHITE EXTRA LARGE	Conventional	Fresh	2,387	2.89 - 3.34	3.02
WHITE EXTRA LARGE	USDA Organic	Fresh	2,387	6.58 - 7.03	6.71
WHITE LARGE	Cage-Free	Fresh	2,387	6.38 - 6.83	6.51
WHITE LARGE	Conventional	Fresh	2,387	2.69 - 3.14	2.82

30 Count

WHITE MEDIUM	Cage-Free, Pasture Raised	Fresh	2,387	4.78 - 5.23	4.91
WHITE MEDIUM	Conventional	Fresh	2,387	1.09 - 1.54	1.22

6 Count

WHITE EXTRA LARGE	Conventional	Fresh	2,387	0.90 - 1.35	1.03
WHITE EXTRA LARGE	Nutritionally Enhanced (Omega-3)	Fresh	2,387	4.59 - 5.04	4.72
WHITE LARGE	Conventional	Fresh	2,387	1.05 - 1.50	1.18
WHITE LARGE	Free-Range	Fresh	2,387	4.74 - 5.19	4.87

SHELL EGG - AA - DOLLARS PER CARTON

12 Count

BROWN LARGE	Cage-Free USDA Pasture Organic	Fresh	2,387	4.88 - 5.33	5.01
BROWN LARGE	Conventional	Fresh	2,387	1.19 - 1.64	1.32
WHITE EXTRA LARGE	Cage-Free	Fresh	2,387	5.34 - 5.79	5.47
WHITE EXTRA LARGE	Conventional	Fresh	2,387	1.65 - 2.10	1.78
WHITE LARGE	Conventional	Fresh	2,387	1.19 - 1.64	1.32
WHITE LARGE	Vegetarian-Fed (Natural)	Fresh	2,387	4.88 - 5.33	5.01

18 Count

WHITE EXTRA LARGE	Conventional	Fresh	2,387	2.89 - 3.34	3.02
WHITE EXTRA LARGE	USDA Organic	Fresh	2,387	6.58 - 7.03	6.71
WHITE LARGE	Cage-Free	Fresh	2,387	6.38 - 6.83	6.51
WHITE LARGE	Conventional	Fresh	2,387	2.69 - 3.14	2.82



30 Count						
WHITE MEDIUM	Cage-Free, Pasture Raised	Fresh	2,387	4.78 - 5.23	4.91	
WHITE MEDIUM	Conventional	Fresh	2,387	1.09 - 1.54	1.22	

6 Count						
WHITE EXTRA LARGE	Conventional	Fresh	2,387	0.90 - 1.35	1.03	
WHITE EXTRA LARGE	Nutritionally Enhanced (Omega-3)	Fresh	2,387	4.59 - 5.04	4.72	
WHITE LARGE	Conventional	Fresh	2,387	1.05 - 1.50	1.18	
WHITE LARGE	Free-Range	Fresh	2,387	4.74 - 5.19	4.87	

MIDWEST REGION (IA, IL, IN, KY, MI, MN, NE, OH, SD, WI)

METRICS

	Total Outlets	Feature Rate	Activity Index
Current Week	5,600	43.9%	41,803

	Environment	Condition	Stores	Price Range (\$)	Wtd Avg (\$)
EGG PRODUCTS - NO GRADE - DOLLARS PER CARTON					
LIQUID EGG, SMALL CARTON	Conventional	Fresh	2,329	2.39 - 2.84	2.52
LIQUID EGG, SMALL CARTON	USDA Organic	Fresh	2,329	6.08 - 6.53	6.21
LIQUID EGG, LARGE CARTON	Cage-Free	Fresh	2,329	9.88 - 10.33	10.01
LIQUID EGG, LARGE CARTON	Conventional	Fresh	2,329	6.19 - 6.64	6.32

SHELL EGG - A - DOLLARS PER CARTON

12 Count						
BROWN LARGE	Cage-Free USDA Pasture Organic	Fresh	2,329	4.88 - 5.33	5.01	
BROWN LARGE	Conventional	Fresh	2,329	1.19 - 1.64	1.32	
WHITE EXTRA LARGE	Conventional	Fresh	2,329	1.65 - 2.10	1.78	
WHITE EXTRA LARGE	Regenerative	Fresh	2,329	5.34 - 5.79	5.47	
WHITE LARGE	Conventional	Fresh	2,329	1.19 - 1.64	1.32	
WHITE LARGE	Vegetarian-Fed (Natural)	Fresh	2,329	4.88 - 5.33	5.01	

18 Count						
WHITE EXTRA LARGE	Conventional	Fresh	2,329	2.89 - 3.34	3.02	
WHITE EXTRA LARGE	USDA Organic	Fresh	2,329	6.58 - 7.03	6.71	



WHITE LARGE	Cage-Free	Fresh	2,329	6.38 - 6.83	6.51
WHITE LARGE	Conventional	Fresh	2,329	2.69 - 3.14	2.82

30 Count

WHITE MEDIUM	Cage-Free, Pasture Raised	Fresh	2,329	4.78 - 5.23	4.91
WHITE MEDIUM	Conventional	Fresh	2,329	1.09 - 1.54	1.22

6 Count

WHITE EXTRA LARGE	Conventional	Fresh	2,329	0.90 - 1.35	1.03
WHITE EXTRA LARGE	Nutritionally Enhanced (Omega-3)	Fresh	2,329	4.59 - 5.04	4.72
WHITE LARGE	Conventional	Fresh	2,329	1.05 - 1.50	1.18
WHITE LARGE	Free-Range	Fresh	2,329	4.74 - 5.19	4.87

SHELL EGG - AA - DOLLARS PER CARTON

12 Count

BROWN LARGE	Cage-Free USDA Pasture Organic	Fresh	2,329	4.88 - 5.33	5.01
BROWN LARGE	Conventional	Fresh	2,329	1.19 - 1.64	1.32
WHITE EXTRA LARGE	Cage-Free	Fresh	2,329	5.34 - 5.79	5.47
WHITE EXTRA LARGE	Conventional	Fresh	2,329	1.65 - 2.10	1.78
WHITE LARGE	Conventional	Fresh	2,329	1.19 - 1.64	1.32
WHITE LARGE	Vegetarian-Fed (Natural)	Fresh	2,329	4.88 - 5.33	5.01

18 Count

WHITE EXTRA LARGE	Conventional	Fresh	2,329	2.89 - 3.34	3.02
WHITE EXTRA LARGE	USDA Organic	Fresh	2,329	6.58 - 7.03	6.71
WHITE LARGE	Cage-Free	Fresh	2,329	6.38 - 6.83	6.51
WHITE LARGE	Conventional	Fresh	2,329	2.69 - 3.14	2.82

30 Count

WHITE MEDIUM	Cage-Free, Pasture Raised	Fresh	2,329	4.78 - 5.23	4.91
WHITE MEDIUM	Conventional	Fresh	2,329	1.09 - 1.54	1.22

6 Count

WHITE EXTRA LARGE	Conventional	Fresh	2,329	0.90 - 1.35	1.03
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WHITE EXTRA LARGE	Nutritionally Enhanced (Omega-3)	Fresh	2,329	4.59 - 5.04	4.72
WHITE LARGE	Conventional	Fresh	2,329	1.05 - 1.50	1.18
WHITE LARGE	Free-Range	Fresh	2,329	4.74 - 5.19	4.87

SOUTH CENTRAL REGION (AR, CO, KS, LA, MO, NM, OK, TX)

METRICS

	Total Outlets	Feature Rate	Activity Index
Current Week	4,892	37.3%	30,991

	Environment	Condition	Stores	Price Range (\$)	Wtd Avg (\$)
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EGG PRODUCTS - NO GRADE - DOLLARS PER CARTON

LIQUID EGG, SMALL CARTON	Conventional	Fresh	1,823	2.39 - 2.84	2.50
LIQUID EGG, SMALL CARTON	USDA Organic	Fresh	1,823	6.08 - 6.53	6.19
LIQUID EGG, LARGE CARTON	Cage-Free	Fresh	1,823	9.88 - 10.33	9.99
LIQUID EGG, LARGE CARTON	Conventional	Fresh	1,823	6.19 - 6.64	6.30

SHELL EGG - A - DOLLARS PER CARTON

<u>12 Count</u>					
BROWN LARGE	Cage-Free USDA Pasture Organic	Fresh	1,823	4.88 - 5.33	4.99
BROWN LARGE	Conventional	Fresh	1,823	1.19 - 1.64	1.30
WHITE EXTRA LARGE	Conventional	Fresh	1,823	1.65 - 2.10	1.76
WHITE EXTRA LARGE	Regenerative	Fresh	1,823	5.34 - 5.79	5.45
WHITE LARGE	Conventional	Fresh	1,823	1.19 - 1.64	1.30
WHITE LARGE	Vegetarian-Fed (Natural)	Fresh	1,823	4.88 - 5.33	4.99

<u>18 Count</u>					
WHITE EXTRA LARGE	Conventional	Fresh	1,823	2.89 - 3.34	3.00
WHITE EXTRA LARGE	USDA Organic	Fresh	1,823	6.58 - 7.03	6.69
WHITE LARGE	Cage-Free	Fresh	1,823	6.38 - 6.83	6.49
WHITE LARGE	Conventional	Fresh	1,823	2.69 - 3.14	2.80

<u>30 Count</u>					
WHITE MEDIUM	Cage-Free, Pasture Raised	Fresh	1,823	4.78 - 5.23	4.89
WHITE MEDIUM	Conventional	Fresh	1,823	1.09 - 1.54	1.20



6 Count

WHITE EXTRA LARGE	Conventional	Fresh	1,823	0.90 - 1.35	1.01
WHITE EXTRA LARGE	Nutritionally Enhanced (Omega-3)	Fresh	1,823	4.59 - 5.04	4.70
WHITE LARGE	Conventional	Fresh	1,823	1.05 - 1.50	1.16
WHITE LARGE	Free-Range	Fresh	1,823	4.74 - 5.19	4.85

SHELL EGG - AA - DOLLARS PER CARTON

12 Count

BROWN LARGE	Cage-Free USDA Pasture Organic	Fresh	1,823	4.88 - 5.33	4.99
BROWN LARGE	Conventional	Fresh	1,823	1.19 - 1.64	1.30
WHITE EXTRA LARGE	Cage-Free	Fresh	1,823	5.34 - 5.79	5.45
WHITE EXTRA LARGE	Conventional	Fresh	1,823	1.65 - 2.10	1.76
WHITE LARGE	Conventional	Fresh	1,823	1.19 - 1.64	1.30
WHITE LARGE	Vegetarian-Fed (Natural)	Fresh	1,823	4.88 - 5.33	4.99

18 Count

WHITE EXTRA LARGE	Conventional	Fresh	1,823	2.89 - 3.34	3.00
WHITE EXTRA LARGE	USDA Organic	Fresh	1,823	6.58 - 7.03	6.69
WHITE LARGE	Cage-Free	Fresh	1,823	6.38 - 6.83	6.49
WHITE LARGE	Conventional	Fresh	1,823	2.69 - 3.14	2.80

30 Count

WHITE MEDIUM	Cage-Free, Pasture Raised	Fresh	1,823	4.78 - 5.23	4.89
WHITE MEDIUM	Conventional	Fresh	1,823	1.09 - 1.54	1.20

6 Count

WHITE EXTRA LARGE	Conventional	Fresh	1,823	0.90 - 1.35	1.01
WHITE EXTRA LARGE	Nutritionally Enhanced (Omega-3)	Fresh	1,823	4.59 - 5.04	4.70
WHITE LARGE	Conventional	Fresh	1,823	1.05 - 1.50	1.16
WHITE LARGE	Free-Range	Fresh	1,823	4.74 - 5.19	4.85

SOUTHWEST REGION (AZ, CA, NV, UT)

METRICS



		Total Outlets	Feature Rate	Activity Index	
Current Week		4,342	22.2%	16,405	
	Environment	Condition	Stores	Price Range (\$)	Wtd Avg (\$)
EGG PRODUCTS - NO GRADE - DOLLARS PER CARTON					
LIQUID EGG, SMALL CARTON	Conventional	Fresh	965	2.39 - 2.84	2.60
LIQUID EGG, SMALL CARTON	USDA Organic	Fresh	965	6.08 - 6.53	6.29
LIQUID EGG, LARGE CARTON	Cage-Free	Fresh	965	9.88 - 10.33	10.09
LIQUID EGG, LARGE CARTON	Conventional	Fresh	965	6.19 - 6.64	6.40
SHELL EGG - A - DOLLARS PER CARTON					
<u>12 Count</u>					
BROWN LARGE	Cage-Free USDA Pasture Organic	Fresh	965	4.88 - 5.33	5.09
BROWN LARGE	Conventional	Fresh	965	1.19 - 1.64	1.40
WHITE EXTRA LARGE	Conventional	Fresh	965	1.65 - 2.10	1.86
WHITE EXTRA LARGE	Regenerative	Fresh	965	5.34 - 5.79	5.55
WHITE LARGE	Conventional	Fresh	965	1.19 - 1.64	1.40
WHITE LARGE	Vegetarian-Fed (Natural)	Fresh	965	4.88 - 5.33	5.09
<u>18 Count</u>					
WHITE EXTRA LARGE	Conventional	Fresh	965	2.89 - 3.34	3.10
WHITE EXTRA LARGE	USDA Organic	Fresh	965	6.58 - 7.03	6.79
WHITE LARGE	Cage-Free	Fresh	965	6.38 - 6.83	6.59
WHITE LARGE	Conventional	Fresh	965	2.69 - 3.14	2.90
<u>30 Count</u>					
WHITE MEDIUM	Cage-Free, Pasture Raised	Fresh	965	4.78 - 5.23	4.99
WHITE MEDIUM	Conventional	Fresh	965	1.09 - 1.54	1.30
<u>6 Count</u>					
WHITE EXTRA LARGE	Conventional	Fresh	965	0.90 - 1.35	1.11
WHITE EXTRA LARGE	Nutritionally Enhanced (Omega-3)	Fresh	965	4.59 - 5.04	4.80
WHITE LARGE	Conventional	Fresh	965	1.05 - 1.50	1.26
WHITE LARGE	Free-Range	Fresh	965	4.74 - 5.19	4.95



SHELL EGG - AA - DOLLARS PER CARTON

<u>12 Count</u>					
BROWN LARGE	Cage-Free USDA Pasture Organic	Fresh	965	4.88 - 5.33	5.09
BROWN LARGE	Conventional	Fresh	965	1.19 - 1.64	1.40
WHITE EXTRA LARGE	Cage-Free	Fresh	965	5.34 - 5.79	5.55
WHITE EXTRA LARGE	Conventional	Fresh	965	1.65 - 2.10	1.86
WHITE LARGE	Conventional	Fresh	965	1.19 - 1.64	1.40
WHITE LARGE	Vegetarian-Fed (Natural)	Fresh	965	4.88 - 5.33	5.09
<u>18 Count</u>					
WHITE EXTRA LARGE	Conventional	Fresh	965	2.89 - 3.34	3.10
WHITE EXTRA LARGE	USDA Organic	Fresh	965	6.58 - 7.03	6.79
WHITE LARGE	Cage-Free	Fresh	965	6.38 - 6.83	6.59
WHITE LARGE	Conventional	Fresh	965	2.69 - 3.14	2.90
<u>30 Count</u>					
WHITE MEDIUM	Cage-Free, Pasture Raised	Fresh	965	4.78 - 5.23	4.99
WHITE MEDIUM	Conventional	Fresh	965	1.09 - 1.54	1.30
<u>6 Count</u>					
WHITE EXTRA LARGE	Conventional	Fresh	965	0.90 - 1.35	1.11
WHITE EXTRA LARGE	Nutritionally Enhanced (Omega-3)	Fresh	965	4.59 - 5.04	4.80
WHITE LARGE	Conventional	Fresh	965	1.05 - 1.50	1.26
WHITE LARGE	Free-Range	Fresh	965	4.74 - 5.19	4.95

NORTHWEST REGION (ID, MT, OR, WA, WY)

METRICS

		Total Outlets	Feature Rate	Activity Index	
Current Week		1,452	50.4%	12,444	
Environment		Condition	Stores	Price Range (\$)	Wtd Avg (\$)

EGG PRODUCTS - NO GRADE - DOLLARS PER CARTON

LIQUID EGG, SMALL CARTON	Conventional	Fresh	732	2.44 - 2.84	2.63
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LIQUID EGG, SMALL CARTON	USDA Organic	Fresh	732	6.13 - 6.53	6.32
LIQUID EGG, LARGE CARTON	Cage-Free	Fresh	732	9.93 - 10.33	10.12
LIQUID EGG, LARGE CARTON	Conventional	Fresh	732	6.24 - 6.64	6.43

SHELL EGG - A - DOLLARS PER CARTON

<u>12 Count</u>					
BROWN LARGE	Cage-Free USDA Pasture Organic	Fresh	732	4.93 - 5.33	5.12
BROWN LARGE	Conventional	Fresh	732	1.24 - 1.64	1.43
WHITE EXTRA LARGE	Conventional	Fresh	732	1.70 - 2.10	1.89
WHITE EXTRA LARGE	Regenerative	Fresh	732	5.39 - 5.79	5.58
WHITE LARGE	Conventional	Fresh	732	1.24 - 1.64	1.43
WHITE LARGE	Vegetarian-Fed (Natural)	Fresh	732	4.93 - 5.33	5.12

<u>18 Count</u>					
WHITE EXTRA LARGE	Conventional	Fresh	732	2.94 - 3.34	3.13
WHITE EXTRA LARGE	USDA Organic	Fresh	732	6.63 - 7.03	6.82
WHITE LARGE	Cage-Free	Fresh	732	6.43 - 6.83	6.62
WHITE LARGE	Conventional	Fresh	732	2.74 - 3.14	2.93

<u>30 Count</u>					
WHITE MEDIUM	Cage-Free, Pasture Raised	Fresh	732	4.83 - 5.23	5.02
WHITE MEDIUM	Conventional	Fresh	732	1.14 - 1.54	1.33

<u>6 Count</u>					
WHITE EXTRA LARGE	Conventional	Fresh	732	0.95 - 1.35	1.14
WHITE EXTRA LARGE	Nutritionally Enhanced (Omega-3)	Fresh	732	4.64 - 5.04	4.83
WHITE LARGE	Conventional	Fresh	732	1.10 - 1.50	1.29
WHITE LARGE	Free-Range	Fresh	732	4.79 - 5.19	4.98

SHELL EGG - AA - DOLLARS PER CARTON

<u>12 Count</u>					
BROWN LARGE	Cage-Free USDA Pasture Organic	Fresh	732	4.93 - 5.33	5.12
BROWN LARGE	Conventional	Fresh	732	1.24 - 1.64	1.43



WHITE EXTRA LARGE	Cage-Free	Fresh	732	5.39 - 5.79	5.58
WHITE EXTRA LARGE	Conventional	Fresh	732	1.70 - 2.10	1.89
WHITE LARGE	Conventional	Fresh	732	1.24 - 1.64	1.43
WHITE LARGE	Vegetarian-Fed (Natural)	Fresh	732	4.93 - 5.33	5.12

<u>18 Count</u>					
WHITE EXTRA LARGE	Conventional	Fresh	732	2.94 - 3.34	3.13
WHITE EXTRA LARGE	USDA Organic	Fresh	732	6.63 - 7.03	6.82
WHITE LARGE	Cage-Free	Fresh	732	6.43 - 6.83	6.62
WHITE LARGE	Conventional	Fresh	732	2.74 - 3.14	2.93

<u>30 Count</u>					
WHITE MEDIUM	Cage-Free, Pasture Raised	Fresh	732	4.83 - 5.23	5.02
WHITE MEDIUM	Conventional	Fresh	732	1.14 - 1.54	1.33

<u>6 Count</u>					
WHITE EXTRA LARGE	Conventional	Fresh	732	0.95 - 1.35	1.14
WHITE EXTRA LARGE	Nutritionally Enhanced (Omega-3)	Fresh	732	4.64 - 5.04	4.83
WHITE LARGE	Conventional	Fresh	732	1.10 - 1.50	1.29
WHITE LARGE	Free-Range	Fresh	732	4.79 - 5.19	4.98

ALASKA (AK)

METRICS

	Total Outlets	Feature Rate	Activity Index
Current Week	79	50.6%	680

	Environment	Condition	Stores	Price Range (\$)	Wtd Avg (\$)
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EGG PRODUCTS - NO GRADE - DOLLARS PER CARTON

LIQUID EGG, SMALL CARTON	Conventional	Fresh	40	2.44 - 2.84	2.51
LIQUID EGG, SMALL CARTON	USDA Organic	Fresh	40	6.13 - 6.53	6.20
LIQUID EGG, LARGE CARTON	Cage-Free	Fresh	40	9.93 - 10.33	10.00
LIQUID EGG, LARGE CARTON	Conventional	Fresh	40	6.24 - 6.64	6.31

SHELL EGG - A - DOLLARS PER CARTON



<u>12 Count</u>						
BROWN LARGE	Cage-Free USDA Pasture Organic	Fresh	40	4.93 - 5.33	5.00	
BROWN LARGE	Conventional	Fresh	40	1.24 - 1.64	1.31	
WHITE EXTRA LARGE	Conventional	Fresh	40	1.70 - 2.10	1.77	
WHITE EXTRA LARGE	Regenerative	Fresh	40	5.39 - 5.79	5.46	
WHITE LARGE	Conventional	Fresh	40	1.24 - 1.64	1.31	
WHITE LARGE	Vegetarian-Fed (Natural)	Fresh	40	4.93 - 5.33	5.00	

<u>18 Count</u>						
WHITE EXTRA LARGE	Conventional	Fresh	40	2.94 - 3.34	3.01	
WHITE EXTRA LARGE	USDA Organic	Fresh	40	6.63 - 7.03	6.70	
WHITE LARGE	Cage-Free	Fresh	40	6.43 - 6.83	6.50	
WHITE LARGE	Conventional	Fresh	40	2.74 - 3.14	2.81	

<u>30 Count</u>						
WHITE MEDIUM	Cage-Free, Pasture Raised	Fresh	40	4.83 - 5.23	4.90	
WHITE MEDIUM	Conventional	Fresh	40	1.14 - 1.54	1.21	

<u>6 Count</u>						
WHITE EXTRA LARGE	Conventional	Fresh	40	0.95 - 1.35	1.02	
WHITE EXTRA LARGE	Nutritionally Enhanced (Omega-3)	Fresh	40	4.64 - 5.04	4.71	
WHITE LARGE	Conventional	Fresh	40	1.10 - 1.50	1.17	
WHITE LARGE	Free-Range	Fresh	40	4.79 - 5.19	4.86	

SHELL EGG - AA - DOLLARS PER CARTON

<u>12 Count</u>						
BROWN LARGE	Cage-Free USDA Pasture Organic	Fresh	40	4.93 - 5.33	5.00	
BROWN LARGE	Conventional	Fresh	40	1.24 - 1.64	1.31	
WHITE EXTRA LARGE	Cage-Free	Fresh	40	5.39 - 5.79	5.46	
WHITE EXTRA LARGE	Conventional	Fresh	40	1.70 - 2.10	1.77	
WHITE LARGE	Conventional	Fresh	40	1.24 - 1.64	1.31	
WHITE LARGE	Vegetarian-Fed (Natural)	Fresh	40	4.93 - 5.33	5.00	



18 Count

WHITE EXTRA LARGE	Conventional	Fresh	40	2.94 - 3.34	3.01
WHITE EXTRA LARGE	USDA Organic	Fresh	40	6.63 - 7.03	6.70
WHITE LARGE	Cage-Free	Fresh	40	6.43 - 6.83	6.50
WHITE LARGE	Conventional	Fresh	40	2.74 - 3.14	2.81

30 Count

WHITE MEDIUM	Cage-Free, Pasture Raised	Fresh	40	4.83 - 5.23	4.90
WHITE MEDIUM	Conventional	Fresh	40	1.14 - 1.54	1.21

6 Count

WHITE EXTRA LARGE	Conventional	Fresh	40	0.95 - 1.35	1.02
WHITE EXTRA LARGE	Nutritionally Enhanced (Omega-3)	Fresh	40	4.64 - 5.04	4.71
WHITE LARGE	Conventional	Fresh	40	1.10 - 1.50	1.17
WHITE LARGE	Free-Range	Fresh	40	4.79 - 5.19	4.86

HAWAII (HI)

METRICS

	Total Outlets	Feature Rate	Activity Index
Current Week	113	63.7%	1,224

	Environment	Condition	Stores	Price Range (\$)	Wtd Avg (\$)
EGG PRODUCTS - NO GRADE - DOLLARS PER CARTON					
LIQUID EGG, SMALL CARTON	Conventional	Fresh	72	2.44 - 2.84	2.58
LIQUID EGG, SMALL CARTON	USDA Organic	Fresh	72	6.13 - 6.53	6.27
LIQUID EGG, LARGE CARTON	Cage-Free	Fresh	72	9.93 - 10.33	10.07
LIQUID EGG, LARGE CARTON	Conventional	Fresh	72	6.24 - 6.64	6.38

SHELL EGG - A - DOLLARS PER CARTON

12 Count

BROWN LARGE	Cage-Free USDA Pasture Organic	Fresh	72	4.93 - 5.33	5.07
BROWN LARGE	Conventional	Fresh	72	1.24 - 1.64	1.38
WHITE EXTRA LARGE	Conventional	Fresh	72	1.70 - 2.10	1.84
WHITE EXTRA LARGE	Regenerative	Fresh	72	5.39 - 5.79	5.53



WHITE LARGE	Conventional	Fresh	72	1.24 - 1.64	1.38
WHITE LARGE	Vegetarian-Fed (Natural)	Fresh	72	4.93 - 5.33	5.07

18 Count

WHITE EXTRA LARGE	Conventional	Fresh	72	2.94 - 3.34	3.08
WHITE EXTRA LARGE	USDA Organic	Fresh	72	6.63 - 7.03	6.77
WHITE LARGE	Cage-Free	Fresh	72	6.43 - 6.83	6.57
WHITE LARGE	Conventional	Fresh	72	2.74 - 3.14	2.88

30 Count

WHITE MEDIUM	Cage-Free, Pasture Raised	Fresh	72	4.83 - 5.23	4.97
WHITE MEDIUM	Conventional	Fresh	72	1.14 - 1.54	1.28

6 Count

WHITE EXTRA LARGE	Conventional	Fresh	72	0.95 - 1.35	1.09
WHITE EXTRA LARGE	Nutritionally Enhanced (Omega-3)	Fresh	72	4.64 - 5.04	4.78
WHITE LARGE	Conventional	Fresh	72	1.10 - 1.50	1.24
WHITE LARGE	Free-Range	Fresh	72	4.79 - 5.19	4.93

SHELL EGG - AA - DOLLARS PER CARTON

12 Count

BROWN LARGE	Cage-Free USDA Pasture Organic	Fresh	72	4.93 - 5.33	5.07
BROWN LARGE	Conventional	Fresh	72	1.24 - 1.64	1.38
WHITE EXTRA LARGE	Cage-Free	Fresh	72	5.39 - 5.79	5.53
WHITE EXTRA LARGE	Conventional	Fresh	72	1.70 - 2.10	1.84
WHITE LARGE	Conventional	Fresh	72	1.24 - 1.64	1.38
WHITE LARGE	Vegetarian-Fed (Natural)	Fresh	72	4.93 - 5.33	5.07

18 Count

WHITE EXTRA LARGE	Conventional	Fresh	72	2.94 - 3.34	3.08
WHITE EXTRA LARGE	USDA Organic	Fresh	72	6.63 - 7.03	6.77
WHITE LARGE	Cage-Free	Fresh	72	6.43 - 6.83	6.57
WHITE LARGE	Conventional	Fresh	72	2.74 - 3.14	2.88



30 Count						
WHITE MEDIUM	Cage-Free, Pasture Raised	Fresh	72	4.83 - 5.23	4.97	
WHITE MEDIUM	Conventional	Fresh	72	1.14 - 1.54	1.28	

6 Count						
WHITE EXTRA LARGE	Conventional	Fresh	72	0.95 - 1.35	1.09	
WHITE EXTRA LARGE	Nutritionally Enhanced (Omega-3)	Fresh	72	4.64 - 5.04	4.78	
WHITE LARGE	Conventional	Fresh	72	1.10 - 1.50	1.24	
WHITE LARGE	Free-Range	Fresh	72	4.79 - 5.19	4.93	

Foot Notes:

FEATURE RATE: the amount of sampled stores advertising any reported item during the current week, expressed as a 'percentage of the total sample.

ACTIVITY INDEX: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised item (e.g., a retailer with 100 outlets featuring 3 items has an activity index of 300).

STORES/AVG: the number of advertising outlets and the weighted average price weighted by the respective number of outlets.

BRANDED: includes any advertised beef cuts marketed under a corporate trademark, or under one of Meat Grading & Certification Branch's Certified Beef programs.

NON-LABELED/OTHER: Beef cuts advertised without a USDA Quality Grade.

USDA Certified Organic are products grown and processed according to USDA's national organic standards and certified by USDA-accredited State and private certification organizations. **Local:** Featured items labeled as "Local". **Grass Fed:** Featured items labeled as "Grass Fed".

Click here to view the Local and Organic Premium Report: <https://mymarketnews.ams.usda.gov/viewReport/2172>